

MARTHA'S VINEYARD SELLER'S GUIDE



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THE O'HANLON GROUP

MARTHA'S VINEYARD

THE PROCESS AT A GLANCE



MEET WITH YOUR REAL ESTATE
PROFESSIONAL



ESTABLISH A
PRICE



PREPARE YOUR HOME FOR THE
MARKET



LIST HOME FOR
SALE



OFFERS AND
NEGOTIATIONS



GO UNDER CONTRACT

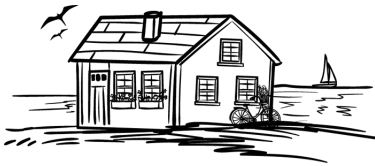


FINAL DETAILS



CLOSING!

ABOUT JEN



THE O' HANLON GROUP

MARTHA'S VINEYARD

Jen O'Hanlon has lived in Edgartown for over 20 years and has been in real estate for that length of time as well. In 2019 her husband joined her to form a real estate team. They are the O'Hanlon Group, operating within the Wallace & Co. brokerage

"Real estate is more than a career to me, it is my passion and has been my life for the past two decades. Getting to help people with the sale of their home is such an honor and a pleasure for me. I love the community I work in and donate \$500 of every sales commission to the YMCA of Martha's Vineyard"

ABOUT WALLACE & CO. SOTHEBY'S INT'L REALTY

- Wallace & Co. has been on Martha's Vineyard for over 40 years
- We have 8 full time agents & offices staffed 7 days a week
- Wallace & Co. Sotheby's International Realty continues to be one of the top producing real estate companies on the Island
- A portion of the proceeds of every real estate transaction we handle is donated to the Permanent Endowment for Martha's Vineyard. These contributions are entered into the Community Housing Fund



WHAT OUR CLIENTS SAY



"I met Jen while looking at purchasing a property for investment. During that time I met many realtors on the Island, but, I remembered Jen for her friendliness, and willingness to help. When I was ready to sell my own Island home, she was who I called. She was awesome. She was patient and listened to everything I said and acted on it immediately. I had multiple offers within days and sold my home at a great price."

~ Anne Corbeille

"I have known Jen for many years. When it was time to sell my home she was the perfect choice. She has so much experience and history on the Island and she knows the market! She is a professional through and through." ~ Heather Hunt



"Jen is an incredible person to work with. We worked together for months, and she did an excellent job in getting us into our first home and making the dream a reality.

She is very knowledgeable about the Vineyard towns and neighborhoods, was able to help us connect with great lenders, lawyers, home inspectors, etc. She was always there to answer any questions, concerns, and really went above and beyond her duties." ~Mariel Garcia



THE FORMULA FOR A SUCCESSFUL HOME SALE



1. MARKET PREPARATION



2. STRATEGIC PRICING



3. RELENTLESS MARKETING



MARKET PREPARATION

It is so important to make a great first impression when a buyer enters the home for the first time. When a potential buyer walks into a dirty home, they assume that the current owners did not take care of the property. Most buyers will want a move-in ready property that feels like new. A long list of chores and repairs right when they move in will not be appealing and can be daunting to a potential buyer. If needed, we contract professional cleaners and stagers to showcase your home in the best possible way.

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

- BARBARA CORCORAN

EASY, LOW COST REPAIRS WITH HIGH RETURN



- REPAINT AND CLEAN WALLS
 - Using light shades of blue or gray have been shown to be more appealing to potential buyers
 - In the kitchen paint baseboards, kitchen cabinets, trim, molding
- LANDSCAPE
 - Add some color with flowers and shrubs
 - Keep the lawn mowed and remove weeds
- UPGRADE LIGHTING
 - Swap out old light bulbs with new brighter bulbs
 - Add more lamps and accent lighting to brighten up darker rooms
- DEPERSONALIZE
 - Remove any religious decor, photographs and decor that may not be neutral or appeal to everyone
- REPLACE OLD APPLIANCES
- CONSIDER RENEWING FLOOR FINISHES AND REPLACING OLD CARPETS
 - Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return.

MARKET PREPARATION

SHOULD YOU STAGE YOUR HOME?

Staging a home is a strategic marketing tool used by sellers to help buyers imagine themselves living in your home and fall in love with their property. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows - when done correctly it can help a home sell for more money in a shorter amount of time.



83%

OF REAL ESTATE AGENTS SAID STAGING MADE IT EASIER FOR A BUYER TO VISUALIZE THE PROPERTY AS A FUTURE HOME.

40%

OF BUYERS' AGENTS SAID THAT HOME STAGING HAD AN EFFECT ON MOST BUYERS' VIEW OF THE HOME.

*Statistics from the National Association of Realtors® Research Group, 2019

PROS

- Staging makes the listing photos look phenomenal, attracting more buyers into the home
- Staging allows buyers to envision themselves living in your home
- Staging has been proven to get a higher price in shorter time

CONS

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

RELENTLESS MARKETING

STRONG ONLINE PRESENCE

More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will tell you that they are running ads on social media. IF they are using Facebook and Instagram, they are boosting posts, not using an Ads Manager Account as I am.

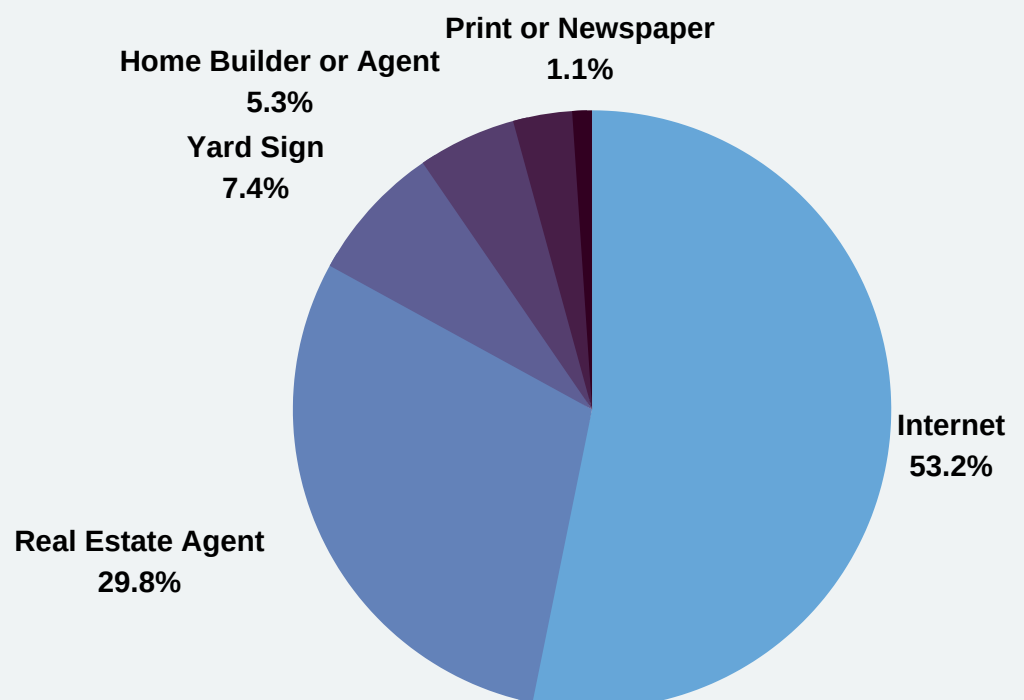
Additionally, almost every agent's listings are syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price, the way it is inputted and the way it is displayed in the MLS. Professional photos with Floor plans, 3D Tours & Video Tours are key.

I OFFER THESE UNIQUE TOOLS FOR MARKETING:

- DISPLAYED ON BROKERAGE WEBSITE
- DISPLAYED ON MY OWN WEBSITE
- COMING SOON CAMPAIGNS
- 3D HOME TOUR
- VIDEO TOUR WITH AD USING ADS MANAGER ACCOUNT
- FACEBOOK & INSTAGRAM POSTS
- CREATE FLOOR PLANS
- FLYERS
- POSTCARDS
- PROFESSIONAL PHOTOGRAPHY (PLUS DRONE SHOTS)
- VIRTUAL OPEN HOUSES

HOME BUYERS ARE SHOPPING ONLINE

The pie chart below shows where buyers find the home they purchased in 2019.



Source: 2019 NAR Home Buyer and Seller Generational Trends

RELENTLESS MARKETING

93% of home buyers use the internet
54% of them first find the home they buy online

Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.



PHOTOGRAPHY

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home. Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Below are samples of photos from my previous listings.



STRATEGIC PRICING

It's important to thoroughly evaluate the market to determine the market value of your home. Properties that are priced right from the beginning typically sell for more in the end. If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown. Your property attracts the most interest when it is first listed, so it is key to price it correctly initially.

WHAT DETERMINES THE PRICE OF A HOME?

1. Recent Comparable Sales
2. Market Conditions
3. Exposure
4. Property Features
5. Terms you offer

WHAT DOES NOT DETERMINE THE PRICE OF A HOME?

1. What you paid for it
2. Investments made in the property
3. What you want to profit from the sale

	AVERAGE DAYS TO SALE:	AVERAGE SOLD PRICE TO LIST PRICE RATIO:
DUKES COUNTY	386 DAYS	95%
JEN O'HANLON	96 DAYS	97%

*___ COUNTY STATS BASED OFF OF (SEARCH ON YOUR LOCAL BOARD OF REALTORS)
ALL STATISTICS FROM THE PAST __ DAYS

Staging THAT SELLS



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TO STAGE OR NOT TO STAGE?

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EASY, LOW-COST HOME UPGRADES WITH HIGH RETURN

Consider these lower-cost home upgrades before listing your home to make your home more attractive to buyers, resulting in a higher price tag and lower time on the market.

Repaint and clean walls

- Using light shades of blue or gray have been shown to be more appealing to potential buyers
- In the kitchen paint baseboards, kitchen cabinets, trim, molding

Landscape

- Add some color with flowers and shrubs
- Keep the lawn mowed and remove weeds

Upgrade lighting

- Swap out old light bulbs with new
- brighter bulbs
- Add more lamps and accent lighting to
- brighten up darker rooms

Replace old appliances

- When buyers know they don't need to
- replace appliances for years, they have a much easier time saying "yes to the address"

Consider renewing floor finishes and replacing old carpets

- Flooring is one of the first things a
- potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return.



HOME STAGING CHECKLIST

CREATE A GAME PLAN

- Walk through your home, room by room as if you are a buyer and take notes on what needs to be done
- Consider having a home inspector come and see if anything needs to be repaired
- Have a yard sale and throw out anything you do not need anymore (this will make packing up to move easier, too!)

GO "MARIE KONDO" ON THE PLACE

- Thoroughly clean the entire home, or hire a professional cleaning company to do this
- Steam clean carpets, if stained consider replacing carpet
- Repair all cracks and holes in walls
- Paint all interior walls a neutral color
- Remove any excess furniture
- Organize closets and remove any clothes not in season to show off the space in closets
- De-clutter: stow away any small appliances, knick knacks,, personal items, etc. Remember, less is more!
- Remove valuable items from home like cash or jewelry

KITCHEN AND BATHROOMS

- Mop and polish floors
- Clean appliances and fixtures
- Clean and organize pantry, throw out any old items and show off the storage space
- Replace old caulking
- Remove all stains from sinks, toilets, showers/tubs
- Keep all toilet seat lids closed
- Stow away your personal soaps, hygiene products, medications, etc

CURB APPEAL

- Paint the home's exterior, trim, doors, and shutters
- Power wash
- Consider sprucing up the front door with a fresh coat of paint, welcome mat and plants
- Inspect the roof
- Sweep the entryways
- Keep lawn mowed and maintained
- Clean up pet droppings
- Clean the gutters and downspouts

FINISHING TOUCHES

- Open windows, let fresh air in and light a scented candle
- Turn all of the lights, open the blinds

THANK YOU!

Thank you for trusting me with the sale of your property. I am honored to represent you and guide you through the process. My goal is to ensure that you are comfortable every step of the way. Please don't hesitate to call, text or email with any questions or concerns.



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